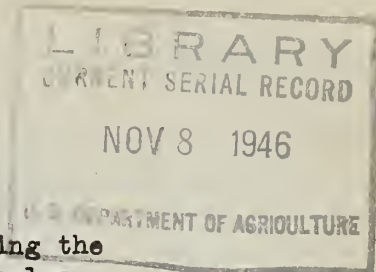


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March 13, 1946

FAMINE EMERGENCY CAMPAIGN



LEST WE FORGET

"Our own objectives are clear; the objective of smashing the militarism imposed by war lords upon the enslaved peoples-- the objective of liberating the subjugated nations---the objective of establishing and securing...FREEDOM FROM WANT... everywhere in the world."

-----Franklin D. Roosevelt.

From the very beginning of World War II we have had as one of our primary objectives the prevention of death by famine. President Truman said on his return from Potsdam in August 1945: "Unless we do what we can to help, we may lose...what we won."

Well...we've defeated the enemy. Now it's up to us to safeguard what we fought for.

HERE'S WHERE WE STAND:

Because of the effects of war and severe droughts, world food production per capita has been cut 12 percent below prewar. In continental Europe, which normally imports 10 percent of its food, production is 20 percent below prewar levels. Drought in French North Africa has cut food output to half of prewar--turning an export area into a deficit area. Drought has sharply reduced crops in South Africa. The wheat crop in Argentina is two-thirds of prewar normal --second short crop in a row. The Far East will have less than one-fourth as much rice for export to deficit areas as before the war. Food output in Japan is three-fourths of prewar. Production is below average in Australia, India, China, Manchuria, Formosa, and many parts of Latin America. Russia has stepped up food production but is still below prewar.

Add all this up and it means that in Europe 100 million people will be starving this year. Several million may die of starvation in India. In China thousands die by the roadside every day.

While we in the United States have been consuming food at a daily rate of about 3,400 calories per person, the urban population in half of Europe is existing on less than 2,000 calories and in some areas less than 1,500 calories a day per capita.

GETTING WORSE:

Only recently has the full picture of the worldwide food crisis been brought to focus. Everyone knew it was serious, but reports coming in early this year revealed that drought damage was worse than anyone realized, that more of the world's food had been consumed during the first half of the crop year than had been anticipated, that our own stocks of some commodities -- particularly wheat -- had disappeared faster than we had expected, and that some countries had underestimated their needs or over-estimated their ability to meet them.

JUL 11 1946

Ag 84 P40
Cap 2

Not only has the world food crisis been getting worse -- the situation in shortage areas will be more acute in the next four months. The worst time will be from now until the next harvest is in, and after that it all depends on how much is produced this year.

IN THE DRIVER'S SEAT:

The President's Famine Emergency Committee of 13 members, with former President Hoover as honorary chairman and Chester C. Davis as chairman, will formulate guiding policies of the program to help feed the starving millions. Upon recommendation of this committee, the President has appointed a National Famine Emergency Council of about 125 members to take the lead in their organizations and areas to explain both the needs and the methods for food conservation. The Council will also submit suggestions and recommendations for the program.

The Department of Agriculture has administrative responsibility for carrying out the program. The Secretary of Agriculture has appointed State Managers (State Directors of the Production and Marketing Administration) and County Managers (County AAA Chairmen) to spearhead the Famine Emergency Campaign throughout the country.

WHAT WE CAN DO:

We can all take these immediate steps:

1. Conserve: Cut waste. Eat 40 percent less wheat products. Eat 20 percent less fats and oils; cook with "used" fats; contribute excess to salvage drive. Substitute such foods as potatoes, poultry, eggs, fresh fruits and vegetables when plentiful.
2. Contribute foods suitable for shipping to collection drives being conducted by UNRRA and official war relief agencies -- and groups cooperating with them.
3. Produce and preserve (farm production, victory gardens, and home food preservation).

TO START THINGS OFF:

President Truman announced, on February 6, a nine-point program to supplement the record food shipments which have been going into devastated countries:

1. Campaign to conserve food, especially bread -- by consumers, retailers, and bakers.
2. Stopping use of wheat and limiting use of other grains for alcohol and beer. Saving: 20 million bushels of grain by June 30.
3. Extracting more flour from wheat (80 percent instead of 72 percent) and limiting distribution of flour. Saving: 25 million bushels of wheat by June 30.
4. Control over inventories of wheat and flour.
5. Rail priorities for wheat, corn, meat, and other essential foods.
6. Control over exports of wheat and flour.
7. Export of 365,000 tons of fats and oils, 1.6 billion pounds of meat, and increase in exports of dairy products, particularly cheese and evaporated milk.
8. Additional shipping for food to Europe and for movement of Philippine copra (for coconut oil.)
9. Conservation of grain used for feeding livestock.

The Department of Agriculture has:

Issued a broad wheat conservation order.
Prohibited the use of grain for industrial alcohol.
Restricted brewers' use of grain.
Issued an order (jointly with OPA) adjusting subsidies and price ceilings for livestock and grains.
Placed restrictions on wheat mill feeds.
Increased the set-aside of pork, beef, veal and mutton.
Launched a nationwide chicken price-support program to aid producers in marketing their poultry.
Asked farmers to raise their 1946 production goals.

The Office of Defense Transportation has given transportation priorities to foods that are to be shipped abroad. Says Col. J. Monroe Johnson, ODT Director: "A program such as this, if enthusiastically adopted, and earnestly carried out, will break the present box-car shortage inside of 30 days after it is begun."

Other agencies -- such as the State Department, the Department of Commerce, the War Shipping Administration, the War and Navy Departments -- have likewise taken positive steps to carry out the President's program.

TO EMPHASIZE:

Conserve food, especially bread. Cut waste to the bone! America still throws away the richest garbage in the world. It is estimated that 5 percent or one slice out of every loaf of bread baked every day goes into garbage.

Cut down on the use of wheat products, such as bread, macaroni, spaghetti, breakfast cereals, pies, cookies, cakes!

First of all, buy 40 percent less of these commodities. Then use up all you buy. Bread, for example, can be conserved by keeping it cool and moisture proof. If bread gets hard use it for toast, puddings or crumb delicacies. In place of bread, use potatoes. One small serving of potatoes replaces a slice of bread, nutritionally. Use oat cereals -- a serving of oatmeal equals a slice of bread, in food value. Instead of cakes, cookies, and pies -- use other desserts such as fruits.

If every American will save two slices of bread a day, that will be enough to give 20 million starving people their daily bread for the next 6 months.

Fats and oils are desperately needed! They're needed for food to maintain a minimum level of health--and they're needed for soap to fight diseases now rampant throughout Europe and Asia. Here's what all of us can do:

1. Buy less fats and oils.
2. Make use of every possible ounce of "used" fats (extra fat on meat, bacon drippings, etc.)
3. Then, if there is any left which cannot be used in the home, turn it in to your butcher or grocer.

A teaspoon of fat a day saved by every man, woman and school child in the United States will mean a total saving of at least one million pounds of fat a day.

Grow A Garden! Use the succession-planting method. Concentrate on things that will substitute for foods being shipped abroad (peas, beans) and things you can can or dry or store or preserve in some way.

For farmers, the main thing is to conserve grain --- by such measures as marketing cattle and hogs at lighter weights, reducing poultry flocks, and raising fewer chickens and turkeys. Farmers are also urged to market their wheat as rapidly as possible.

WE WON'T REALLY SUFFER:

American consumers will not be making any real sacrifice as a result of the food conservation program. The new "emergency" white bread looks and tastes almost the same as before; it is enriched up to the same standards and is nutritionally just as good if not better. To make up for eating less grain products, potatoes can be used instead --- with a gain in vitamin C. Poultry and eggs can be used instead of scarce meats. It will not hurt to cut down on fats, for we have been consuming about twice as much as we need for minimum health standards. Growing, preserving, and eating more fruits and vegetables will greatly improve the average diet. All in all, the American people can eat better meals this year than before the war --- even after taking all the steps requested to help save the lives of starving people abroad.

LET'S MEET AND BEAT OUR GOALS!

The United States of course cannot feed the world, for we produce only 10 percent of its food. But the United States, with food production more than a third above prewar, is in the best position of any country to help make up the deficits in shortage areas.

Wheat is the most vital commodity for shipment to famine countries because it can best be transported and used to feed the most people in the shortest time. The goal for wheat shipments set last fall calls for 6 million tons in the first half of 1946. If we meet this goal, and if other wheat-exporting countries send a like amount, there will still be a shortage of close to 9 million tons of wheat in war-torn lands. Our shipments in February and March have been running less than the billion-ton-a-month goal, but we still hope to reach the 6 million mark by June 30 and more besides if we can!

A million tons of wheat means a half year's supply of bread for 20 million people in devastated countries. Every bit of extra wheat and other food we can save and send will definitely keep men, women and children from starving to death.

AND FINALLY:

We've been living --- since Pearl Harbor --- in a period of "campaigns", "drives", "slogans". **BUT THIS IS MORE THAN A CAMPAIGN.** It is a voluntary program of saving lives. It is truly a righteous approach to the idea of brotherhood among men. In an atomic era, unless we have that brotherhood---we cannot hope to survive!

In the words of the President's Famine Emergency Committee: "To avert hunger, we cannot fail to meet this call. If we fail we shall see a world of disorders which will paralyze every effort at recovery and peace. We shall see the death of millions of fellow human beings. Guns speak the first word of victory, but only food can speak the last word."